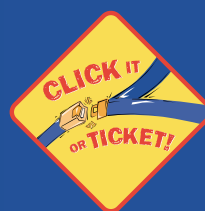


Click It or Ticket

a grassroots mobilization

MAY 2002



**zero
Tolerance**
for unbuckled
drivers & kids

NHTSA REGION IV

ALABAMA | FLORIDA | GEORGIA | KENTUCKY | MISSISSIPPI
NORTH CAROLINA | SOUTH CAROLINA | TENNESSEE



A Message from the Regional Administrator

During Memorial Day 2001, we witnessed a truly unprecedented event unfold in the history of highway safety - a region-wide *Click It or Ticket (CIOT)* campaign focused on boosting seat belt use and saving lives in eight southeastern states that make up Region IV. With the help of participating law enforcement agencies, Safe Community efforts and state highway officials, the campaign was a huge success! In fact, everyone's efforts raised Region IV's seat belt use on average by nine percentage points.

For the upcoming May 2002 *CIOT*, we'd like to build upon the success of last year's campaign by working through our Law Enforcement Liaison (LEL) networks in each state to mobilize all community-based programs into action, including Safe Communities and Community Traffic Safety Programs/Teams (CTSP/Ts).

the first of its kind

The Grassroots Mobilization for *Click It or Ticket 2002* would be the first of its kind in the nation, linking Safe Community Programs to our seat belt enforcement mobilizations region-wide. Our reasoning is two-fold — four states in the Southeast (Alabama, Florida, Georgia and North Carolina) have already been successful in partnering with their Community Traffic Safety Programs, Community Traffic Safety Teams and Safe Community Programs on *Click It or Ticket*. Secondly, *CIOT* provides an opportunity for us to re-focus our community-based programs on increasing seat belt use. We need all community programs, whether law enforcement, health department or hospital-based to join our most massive seat belt education and enforcement initiative thus far. Safe Communities, Community Traffic Safety Programs and Community Traffic Safety Teams are the perfect vehicles to move our agenda on seat belt use in 2002.

we can do it!

Can we do it? You bet we can — through careful coordination and communication between the Law Enforcement Liaisons and coordinators of the grassroots programs; by keeping the Safe Community and Community Traffic Safety Programs/Teams informed through every phase of the campaign; and, by utilizing our Safe Community partners in conducting observational surveys, media events, education/awareness programs and diversity outreach efforts.

We've also established a regional awards program (the community version of Chief's Challenge) to identify, acknowledge and reward the successful community efforts in each of your states. The winners will be selected based on a combination of criteria including activities your coalition partners may implement to enhance media relations, diversity outreach, education and private sector support. Enclosed is an application for the awards program, examples of activities conducted by Safe Community Programs and CTSP/Ts, and a timeline of activities for the May 2002 mobilization.

Thank you for your diligent work to make *Click It or Ticket* a success! I look forward to an even more successful May 2002 mobilization in partnership with our grassroots community programs in Region IV.

A handwritten signature in black ink that reads "Troy R. Ayers". The signature is written in a cursive, flowing style.

Troy R. Ayers
Regional Administrator

Safe Community Testimonial

Michele DeMott, Coordinator, Albany Safe Communities
Albany, Georgia

As a Safe Community working in conjunction with our local law enforcement to push the *Click It or Ticket* campaign, we've saved lives — there's no doubt in my mind. We feel it's very important for us to work with our law enforcement officers, because what we can accomplish together is so much more than what the Safe Community or law enforcement agency can do alone.

Our involvement in last year's campaign focused on diversity outreach and raising awareness of Click It or Ticket in minority communities. For example, we delivered *CIOT* fans to all of the local African-American churches and disseminated Spanish-language brochures for the Hispanic community.

The biggest and most successful event we organized was a press conference to launch the *CIOT* mobilization in Albany. All of the local media outlets covered the event, raising *CIOT* awareness in communities as far as sixty miles away.

I cannot express enough how important and satisfying it is to mobilize your Safe Community, along with law enforcement, for *CIOT* 2002. Your organization can make a difference in your community, just as ours has. Get involved and help our law enforcement agencies save lives.

Law Enforcement Liaison Testimonial

Al Roop, Institute of Police Technology & Management
Jacksonville, Florida

Florida is a great example of how Law Enforcement Liaisons (LELs) and Safe Communities can work together to promote *Click It or Ticket* - a campaign that actually saves lives on our roads. Due to strong relationships and excellent communication between our law enforcement agencies and Safe Communities, which we refer to as Community Traffic Safety Programs/Teams (CTSP/Ts), we were able to raise seat belt use in Florida by nine percentage points during the 2001 *CIOT* campaign.

The LELs in Florida began a partnership with the state's 52 CTSTs a year prior to *CIOT* 2001. The LELs presented a plan to the CTSP/Ts that included education, media and diversity efforts, and encouraged them to implement as many activities as possible within their communities.

The results of the 2001 *CIOT* campaign were fantastic! In fact, the CTSP/Ts provided extensive help to the LELs on the NHTSA pre- and post-wave surveys required by *CIOT*. They did such a wonderful job helping to complete the surveys — within 48 hours — that we were the first state in Region IV to turn them in.

I truly believe the CTST participation made a huge difference in Florida's results. As an LEL, I would encourage you to also motivate your state's Safe Communities and Community Traffic Safety Programs/Teams to become an active part of the Grassroots Mobilization for *CIOT* 2002. A strong working relationship and effective communication will help your state increase seat belt use and save lives in your communities.





Grassroots Mobilization for *Click It or Ticket* May 2002 Campaign Timeline

february 2002

- National LEL Meeting - Introduce Grassroots Mobilization for *CIOT* May 2002 (1/30-2/1)
- RPMs meet with State Law Enforcement Liaisons (LEL) and Statewide Safe Community Coordinators to introduce Grassroots Mobilization for *CIOT* May 2002
- E-mail campaign begins - communications 21 (media contractor) makes contact with community sites to notify of special dates and events related to *CIOT* May campaign
- Grassroots Mobilization Sign Up - Sign up through e-mail campaign or log onto <http://www.nhtsa.dot.gov/nhtsa/whatis/regions/Region04/Index.html>, then click on Safe Communities

march 2002

- Selection of *CIOT* activities by community partners (media, diversity, education, private sector support)
- Safe Communities and Community Traffic Safety Programs/Teams contact state LEL to notify on participation in campaign and planned activities
- Pre-campaign seat belt observational surveys begin; community partners may volunteer

april 2002

- States identify checkpoint site locations
- Community partners coordinate through State LEL and local enforcement agencies to identify ideal locations for safety seat checks and other earned media events
- States post checkpoint locations on *CIOT* Web sites and hotline numbers are advertised
- Grassroots Mobilization 2002 Guide distributed to Safe Communities and Community Traffic Safety Program/Teams (by 4/8)
- Grassroots Mobilization Guide posted on Region IV Web site (4/8)
- Pre-observational surveys continue; community partners may volunteer as surveyors
- States conduct law enforcement briefings on *CIOT*
- Community partners report planned *CIOT* events in their community through e-mail campaign, or by logging onto <http://www.nhtsa.dot.gov/nhtsa/whatis/regions/Region04/Index.html>, then go to Region IV Safe Communities

may - june 2002

- Earned media phase of campaign May 6 to May 13; community partners communicate with state LEL on any planned events and dates
- Paid media May 13 - May 27
- Enforcement phase May 20-June 2; states conduct kick off events beginning May 20

july - august 2002

- Safe Communities and CTSP/Ts submit award applications to state LELs. Deadline: July 1
- Safe Communities and CTSP/Ts coordinate with LELs in conducting post-campaign community briefings/celebrations on *CIOT* success (July 1)
- State LEL and state Safe Community coordinators select award recipients and submit names of honorees to NHTSA to be recognized at Region IV *CIOT* Awards Program. Deadline: July 22
- Award recipient information and features placed on NHTSA Region IV Web site (August 15)

Award Entry Guidelines

for *Click It Or Ticket* May 2002

Congratulations on participating in the Grassroots Mobilization for *CIOT*. We want to ensure your efforts are recognized. Please enter the awards program by completing the enclosed entry form and providing supporting documentation and photos of your *CIOT* activities in 2002.

Applications must be received by Monday, July 1, 2002. One winner from each state in Region IV will be selected based on the activities in four categories (see next page). Please submit your entries to your respective state LEL offices:

alabama

Rhonda Pines
ADECA/LETS Division
Grassroots Mobilization Award Entry
401 Adams Avenue, P.O. Box 5690
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florida

Al Roop
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georgia

Ricky Rich
GA Governor's Office
of Highway Safety
Grassroots Mobilization Award Entry
34 Peachtree St., Suite 1600
Atlanta, GA 30303
P: 404.656.6996 F: 404.651.9107
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kentucky

Donna Bray
Gov. Highway Safety Program
Grassroots Mobilization Award Entry
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Mike Vick
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north carolina

Bill Stout
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south carolina

Major J. H. Hood
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tennessee

Jason Ivey
Governor's Highway Safety Office
Grassroots Mobilization Award Entry
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jason.ivey@state.tn.us

Seat Belts Work!

Seat belts are the most effective means of reducing fatalities and serious injuries when traffic crashes occur, and are estimated to save 9,500 lives in America each year.

More than 50 percent of adults and 60 percent of children who die in crashes are unrestrained. Nearly half of these people would be alive today if they had been restrained.

Research has found that buckled drivers are three times more likely to restrain child passengers than drivers who don't buckle up.

In 2001, 100 percent of the 3,250 law enforcement agencies in Region IV participated in *Click It or Ticket*, resulting in more than 119,805 tickets issued for unrestrained drivers and 9,495 child restraint citations.

Belt use increased regionally by nine percentage points during the two-week *Click It or Ticket* enforcement period in 2001.

Due to *Click It or Ticket 2001*, 4.4 million additional people are now buckling up, which could save 659 lives and \$1 billion in health care costs in the course of one year.

Through the earned media (publicity) efforts, the *Click It or Ticket* campaign reached more than 175 million people with the message to buckle up.



Award Entry Form

for Click It Or Ticket May 2002

Entries due Monday, July 1, 2002

Copy this page and submit as your cover page for your award entry. Describe specific activities conducted by your Safe Community or Community Traffic Safety Program/Team partners. Use separate sheets of paper for each category. Include dates, number of participants (if applicable), photos and news articles. Entries will be judged by an independent panel based on the success of a combination of mobilization activities implemented from a single category, or combination of activities from the following categories:

diversity
private sector support and involvement
community education
media relations

Name of Community Coalition: _____

Contact Person: _____

Address: _____

Phone: _____ Fax: _____ E-mail: _____

1. Describe the significant community education activities your Safe Community or Community Traffic Safety Program/Team implemented and the results from these activities.
2. Describe the media-oriented activities your Safe Community or Community Traffic Safety Program/Team implemented and the results you achieved in coverage by broadcast and/or print media outlets. Include special events that involved media such as a *CIOT* safety seat check.
3. List your private sector sponsors and describe the partnerships you developed or enhanced in support of the *CIOT* Mobilization for May 2002. What activities/events did they participate in or sponsor? Describe their support. How did you facilitate the relationship?
4. Describe the diversity outreach activities your Safe Community/Community Traffic Safety Program/Team implemented and the results from those activities. List specific dates and activities that you conducted for minority populations or assistance you provided to the *CIOT* campaign in gaining support from the minority community.
5. Please list and describe any additional activities you feel strengthened your mobilization program.

Suggested List of Activities

for Safe Communities and Community Traffic Safety Programs and Teams

The following list of events and programs serves as a guide to help your Safe Community or Community Traffic Safety Program/ Team mobilize efforts for *Click It or Ticket* May 2002. For a more complete list, please visit <http://www.nhtsa.dot.gov/nhtsa/whatis/regions/Region04/Index.html>, then go to Region IV Safe Communities page. It is very important that you coordinate with your state's Law Enforcement Liaison (LEL) in planning these events. Awards will be given based on the success of a combination of grassroots mobilization activities implemented from a single category, or any combination of activities from the following categories:



media relations

- Organize (along with your state LEL) a *CIOT* kick-off event with the Mayor, other elected officials, law enforcement leadership, minority community leaders and corporate sponsors.
- Schedule appearances on local radio and TV talk shows and community outreach programs.
- Utilize your coalition partners as spokespersons for the *CIOT* campaign; include city/county officials and minority community leaders.
- Schedule editorial board meetings with your law enforcement agencies and key print media representatives to discuss the *CIOT* May 2002 mobilization.
- Host a "Cops and Docs" media conference at your trauma center to emphasize the importance of buckling up and to illustrate your law enforcement agency and medical community's support for the *CIOT* campaign.
- Coordinate with child passenger safety technicians and Safe Kids organizations to conduct a safety seat check in conjunction with a *CIOT* checkpoint.
- Identify community members to share their "Saved by the Belt" stories in a special series for print media.

community education

- Recruit coalition partners to serve as surveyors in conducting observational surveys.
- Conduct a community-wide *Click It or Ticket* poster contest.
- Ask law enforcement representatives to conduct safety belt presentations at high schools.
- Conduct *CIOT* community forums to make citizens aware of key traffic safety issues and the *CIOT* campaign.

- Conduct *CIOT* high school/college seat belt challenges during the three-week media/ enforcement phases (with weekly seat belt use rates for each school posted in local newspapers).
- Erect a goal board (noting current seat belt use in the community) near city hall.
- Develop a mall exhibit with information on your community's seat belt use rates and *CIOT*.

private sector support and involvement

- Secure support from outdoor advertisers to provide donated billboard space and production of an ad with the *CIOT* message.
- Ask merchants to place the *CIOT* message on their marquis boards and on any electronic signage.
- Ask fast food franchises to participate in *CIOT* promotions by offering free coupons to all drivers that are buckled up as they pass through drive-thru windows.
- Obtain corporate sponsorship for a safety seat giveaway program.
- Solicit corporate sponsorship (coupons, prizes and incentives) for high school or college seat belt challenges.
- Ask merchants (particularly automobile dealerships, repair shops, automotive parts stores) to tag their print advertising with the *CIOT* logo and message.



Diversity Outreach is the Key



Recent research demonstrates that minorities are less likely to wear seat belts or use child safety seats – especially young males. In 2000, the seat belt use rate among African Americans was five percentage points lower than for whites. Hispanics show similar lower use rates than the majority population (National Occupant Protection Use Survey, 2000, DOT HS 809 318.)

The non-white population in the Southeast is approximately 16 million – that's 29.8 percent of the total population. Region IV states made a concerted effort in May 2001 to reach those 16 million people with the *Click It or Ticket* message.

One of the most successful aspects of the May 2001 campaign was the minority outreach effort. States conducted extensive minority outreach activities including identifying minority spokespersons for media conferences, conducting faith-based outreach efforts, hosting child safety seat checks in African-American and Hispanic neighborhoods and organizing *CIOT* safety fairs at local churches.

As a result of these outreach efforts, several states made significant seat belt use gains in the minority community. Four states – Florida, Mississippi, North Carolina, and Tennessee – showed increases among the non-white population that surpassed the white population.

diversity outreach activities

- Identify and recruit minority civic and community leaders to participate in media conferences.
- Place *CIOT* announcements with enforcement dates and a safety message in minority church programs.
(*CIOT* hand fans are a great way to advertise the buckle up message.)
- Post *CIOT* campaign messages on (minority) church web sites.
- Arrange appearances of minority law enforcement representatives on minority-focused radio and TV talk shows to discuss the *CIOT* campaign.
- Host a *CIOT* safety fair at a library, community center or local church. Invite all community partner agencies to participate.
- Stage an earned media event with a special focus on minority seat belt use and child safety seats (such as child safety seat checks, observational surveys and buckle up pledges at a church, or special assembly programs in schools). Use minority celebrities to support the event.
- Recruit local chapters of African-American sororities/fraternities (Alpha Phi Alpha, Alpha Kappa Alpha, Delta Sigma Theta, etc.) to participate in *CIOT* safety events.
- Coordinate with African-American and Hispanic radio stations to announce messages on the *CIOT* campaign and host special talk shows on *CIOT*.
- Contact African-American and Hispanic newspapers to pitch information on the *CIOT* campaign.
- Distribute buckle up literature and yard signs to expand coverage of *Click It or Ticket*.

Have questions about the grassroots mobilization or award application?
Contact the NHTSA Region IV office at 404.562.3739.



NHTSA REGION IV

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